(Currently Amended) A method of reproducing auxiliary contents data in a recording medium playerreproducing apparatus, the method comprising:

receivinga-playback-centrol-information for the auxiliary contents data for audio/video (A/V) data from an external server, the playback-control information including an

receiving, by the recording medium player and from an external server, playback control information for the auxiliary contents data, the auxiliary contents data related to audio/video (A/V) recorded on a recording medium, the playback control information including

address information for indicating a location of the auxiliary contents data, and attribute

attribute information for indicating image types-and-an,

aspect ratio information for the auxiliary contents data,

an image type for indicating whether an image for presenting the auxiliary contents data is square or not, and

the aspect ratio <u>information</u> for indicating whether the aspect an aspect ratio of the image for presenting the auxiliary contents data is either 4:3 or 16:9;

, wherein the auxiliary contents data is pre-recorded on a recording medium or provided by an external server through a communication network;

storing, by the recording medium player, the playback control information in one region among at least two logically divided regions of a buffer memory; Reply to Office Action of May 13, 2010

checking, by the recording medium player, the attribute information stored in the one

region of the buffer memory to determine a presentation method for the auxiliary contents data:

and

presenting, by the recording medium player, the auxiliary contents data according to the

determined presentation method.

wherein the step of presenting step outputs includes outputting the auxiliary contents data

in conjunction with the A/V data reproduced from the recording medium using the image type

and the aspect ratio included in the playback control information.

2-3. (Canceled).

4. (Currently Amended) The method set forth in claim 1.

wherein the playback control information is further pre-recorded on the recordinga

recording medium, and

wherein the receiving step comprises retrieving the playback control information from

the recording medium.

5. (Original) The method set forth in claim 1, wherein the auxiliary contents data is

organized into one or more files.

6. (Previously Presented) The method set forth in claim 5, wherein the attribute

information is included in names of the files containing the auxiliary contents data.

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7. (Previously Presented) The method set forth in claim 5, wherein the attribute

information is included in meta tag information in a header area of the files containing the

auxiliary contents data.

8. (Original) The method set forth in claim 5, wherein the attribute information is

included in tag information arbitrarily positioned within the files containing the auxiliary

contents data as image tag information.

9. (Canceled).

10. (Previously Presented) The method set forth in claim 1, wherein the presenting step

comprises presenting the auxiliary contents data as square images if the image types indicate the

images are square.

11. (Previously Presented) The method set forth in claim 1, wherein the presenting step

comprises presenting the auxiliary contents data as 4:3 or 16:9 according to the aspect ratio.

12. (Previously Presented) The method set forth in claim 1,

wherein the receiving step includes receiving the auxiliary contents data from the

recording medium or the external server, and

wherein the storing step includes storing the auxiliary contents data from the recording

medium or the external server into the buffer memory.

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13. (Currently Amended) The method set forth in claim 1, wherein the <u>step of presenting</u> step outputs includes outputting the auxiliary contents data in conjunction with the A/V data reproduced from an interactive recording medium.

14. (Currently Amended) An apparatus—recording medium player for reproducing an auxiliary auxiliary contents data, the recording medium player apparatus—comprising:

a receiving unit configured to receive a playback control information for the auxiliary contents data fordata, the auxiliary contents data related to audio/video (A/V) data recorded on a recording medium, the playback control information including

 $\underline{address}_{\mbox{en}} - \mbox{anddress-} information for indicating a location of \underline{the}_{\mbox{auxiliary contents}}$ data-data and

attribute information for indicating image types, and an

aspect ratio information for the auxiliary contents data,

an image type for indicating whether an image for presenting the auxiliary contents data is square or not, and

the aspect ratio for ratio information indicating whether the aspect an aspect ratio of the image for presenting the auxiliary contents data is either 4:3 or 16:9;

, wherein the auxiliary contents data is pre-recorded on a recording medium or provided by an external server through a communication network;

a buffer memory logically divided in at least two regions in which any one region is configured to store the playback control information; and

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a controller configured to check the attribute information stored in the region of the

buffer memory to determine a presentation method for the auxiliary contents data, and to control

a presentation of the auxiliary contents data according to the determined presentation method,

wherein the buffer memory is configured to store the auxiliary contents data received

from the receiving unit according to a control of the controller, and

wherein the controller is configured to control the presentation of the auxiliary contents

data in conjunction with the A/V data reproduced form the recording medium using the image

type and the aspect ration included in the playback control information.

15. (Currently Amended) The recording medium player apparatus-set forth in claim 14,

wherein the playback control information is pre-recorded on a recordingthe recording medium,

and

wherein the receiving unit is configured to retrieve the playback control information from

the recording medium.

16. (Currently Amended) The recording medium player apparatus-set forth in claim 14,

wherein the auxiliary contents data is organized into one or more files.

17. (Currently Amended) The recording medium player apparatus-set forth in claim 16,

wherein the attribute information is included in names of the files containing the auxiliary

contents data

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18. (Currently Amended) The recording medium player apparatus-set forth in claim 16,

wherein the attribute information is included in meta tag information in a header area of the files

containing the auxiliary contents data.

19. (Currently Amended) The recording medium player apparatus-set forth in claim 16.

wherein the attribute information is included in tag information arbitrarily positioned within the

files containing the auxiliary contents data as image tag information.

20. (Currently Amended) The recording medium player apparatus-set forth in claim 14.

wherein the controller is configured to control the presentation of the auxiliary contents data as

square images if the image types indicate the images are square.

21. (Currently Amended) The recording medium player apparatus set forth in claim 14,

wherein the controller is configured to control the presentation of the auxiliary contents data as

4:3 or 16:9 according to the aspect ratio.

22. (Currently Amended) The recording medium player apparatus-set forth in claim 14,

wherein the auxiliary contents data is pre-recorded on an interactive recording medium or

provided by an external server through a communication network, and

wherein the buffer memory is configured to store the auxiliary contents data according to

a control of the controller.

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23. (Currently Amended) The recording medium player apparatus set forth in claim 14.

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wherein the controller is configured to control the presentation of the auxiliary contents data in

conjunction with the A/V data reproduced from a recording the recording medium.

24. (Previously Presented) The method set forth in claim 1, wherein the playback control

information is provided all at once, and

wherein the receiving step includes receiving the playback control information at once.

25. (Previously Presented) The method set forth in claim 1, wherein the playback control

information is divided into a plurality of pieces and provided one by one when need, and

wherein the receiving step includes receiving the playback control information one by

one.

26. (Currently Amended) The recording medium player apparatus-set forth in claim 14,

wherein the playback control information is provided all at once, and

wherein the receiving unit is configured to receive the playback control information at

once.

27. (Currently Amended) The recording medium player apparatus-set forth in claim 14,

wherein the playback control information is divided into a plurality of pieces and provided one

by one when need, and

wherein the receiving unit is configured to receive the playback control information one

by one.